

The Time Management Matrix

“In order to feel really good about what you didn’t get done you must have made some conscious decisions about your responsibilities, goals, and values.”

—David Allen



	Urgent	Not Urgent
Important	<p>Relates to your values and goals and needs immediate attention.</p> <p>Activities:</p> <ul style="list-style-type: none"> ▪ Crises or emergencies ▪ Pressing problems ▪ Deadline-driven tasks 	<p>Relates to your values and goals and has no sense of immediacy.</p> <p>Activities:</p> <ul style="list-style-type: none"> ▪ Planning ▪ Prevention ▪ Relationship-building ▪ Goal setting and planning ▪ Taking care of self ▪ Identifying new opportunities
Not Important	<p>Wants immediate attention but doesn’t touch your values or goals.</p> <p>Activities:</p> <ul style="list-style-type: none"> ▪ Interruptions, some calls ▪ Some email, some reports ▪ Some meetings ▪ Dealing with other people’s concerns, sometimes 	<p>All of the other stuff in life.</p> <p>Activities:</p> <ul style="list-style-type: none"> ▪ Trivia, busy work ▪ Excessive computer use ▪ Endless phone calls ▪ Time-wasters ▪ Things you might prefer to do

Source: Covey, Stephen R. *The Seven Habits of Highly Effective People*.
New York, NY: Simon & Schuster Inc., 1989.

Your Time Management Matrix (Page 2 of 2)

List three or four activities in your life that fall into each category.

	Urgent	Not Urgent
Important		
Not Important		

List two ideas for making time for the “Important” but “Not Urgent,” while cutting down on the “Not Important.” Be as specific as you can.
